

Welcome to the MGE New Patient Workshop

Presented By:
Mr. Jeff Santone
&
Mr. Dan Brown

©2020 MGE Inc. All Rights Reserved. Grateful acknowledgement is made to L.Ron Hubbard Library for permission to reproduce selections from the copyrighted works of L. Ron Hubbard. HUBBARD is a trademark used pursuant to a license agreement. Printed in USA. IA #071317

1

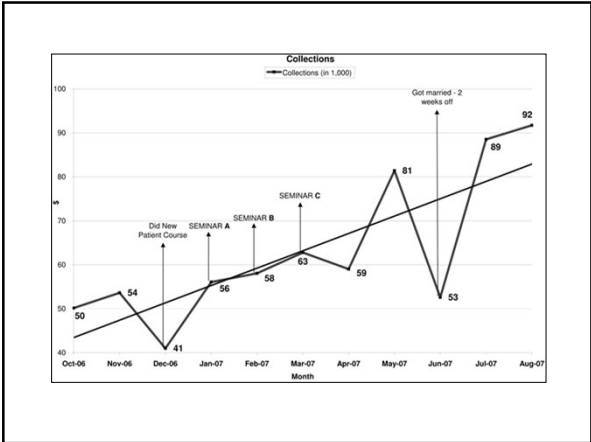
Mr. Jeff Santone

Jeff Santone
Senior Seminarist
MGE Management Experts
jeffs@mgeonline.com

- 13 Years using Hubbard Management System
- Owned and operated two specialty & GP dental practices
- Delivered to thousands of dentists in USA & Canada



2



3



- MGE is a Training Organization
- Clients in 46 states & 5 Canadian Provinces
- 60+ Employees
- 55,000 Square Foot training facility in St. Petersburg, FL
- On average, over 150 doctors & staff attend MGE seminars each week

4



What You will learn at this workshop

- Internal Marketing
- External marketing
- #1 NP Referral Source
- Caller Conversion
- Internet Marketing
- Marketing Budget

5

Dentistry is the place to be

Employment of dentists is projected to grow **18%** from 2014 to 2024, much faster than the average for all occupations. The demand for dental services will increase as the population ages.

<https://www.bls.gov/ooh/healthcare/dentists.htm>

6

Dentistry is the place to be

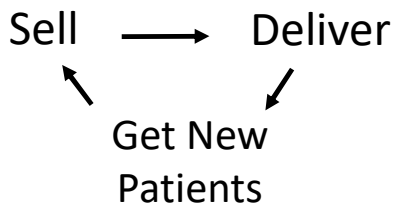
"The facts are, 30–35% of the population still doesn't see a dentist, and the demography of active caries is heavily skewed to this population. There's plenty of care that needs to be delivered, and we're going to need dentists to deliver that care."

<https://adearhtingprogress.wordpress.com/2014/05/15/a-dentist-shortage-maybe-maybe-not/>

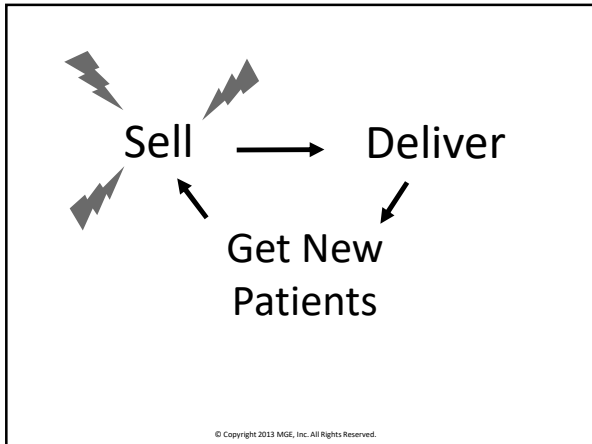
7

Business Basics 101

8



9



10

Who is Most Qualified to Sell Dentistry?

11

So why are we taking the Dentist out of the sales equation?

12

What are we afraid of?

- That we will be perceived as being money-motivated.
- That we will be perceived as recommending unnecessary care.
- That we won't be perceived as being their "friend."

13

But is any of that true?

- If anything, we have a tendency to give dentistry away.
- If anything, we UNDER-diagnose.
- No matter what you do there will be people that won't like you.

14

What effect is this having on us?

- We aren't being compensated what we are worth.
- We are becoming "Certified Dental Technicians" that work for the insurance companies.
- It's taking the fun out of dentistry because we don't give the patient what they need.

15

It's Time For A Change!

It's time to stop being afraid!

It's time to be the doctors we
agreed to be and help our
patients get what they need and
not just what they want.

16

Are you ready for a change?

Where do you start?

It starts with a change of
attitude towards "Selling."

17

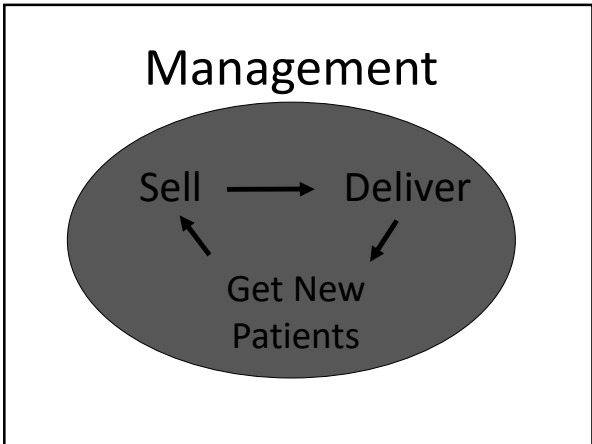
Help



Deliver

Get New
Patients

18




19

You need a
Technology
that will put you in
Control
of your practice

20

L. Ron Hubbard
American Author, Educator, Humanitarian & Philosopher



- Studied engineering. Attended first-ever university class in nuclear physics.
- Over 30 years of research on the mind, human behavior, communication and management.
- The most published and translated author in history. Full body of work in the tens of millions of words.

21

L. Ron Hubbard

American Author, Educator, Humanitarian & Philosopher

Hubbard Management System

consists of 12 (700+ page) reference volumes and hundreds of lectures. System is in use by over 140,000 companies worldwide.

22

If one knows the tech of how to do something, and can do it, and uses it, he *cannot* be the adverse effect of it.

L. Ron Hubbard

23

3 Keys to Success With the Hubbard Management System

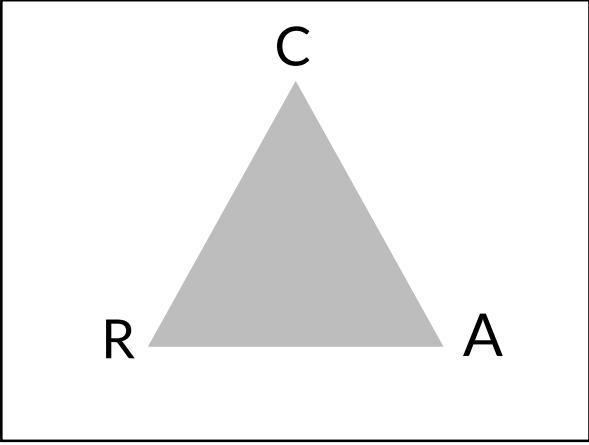
- Be TEACHABLE
- Be willing to THINK OUTSIDE THE BOX
- Be HUNGRY, DRIVEN, and MOTIVATED

24

Reason for Failure with
the Hubbard Management
System

NO APPLICATION

25



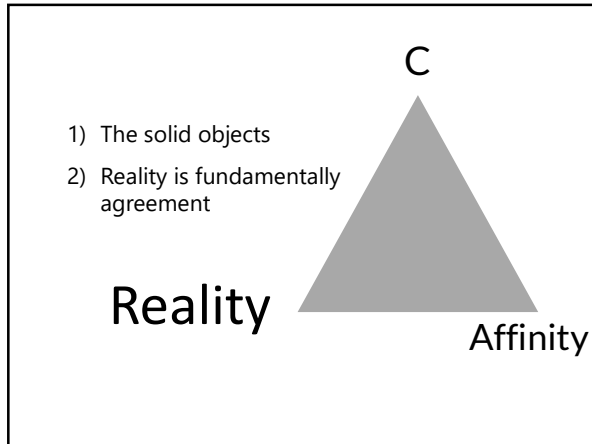
26

1. A feeling of love or liking
for something or someone.

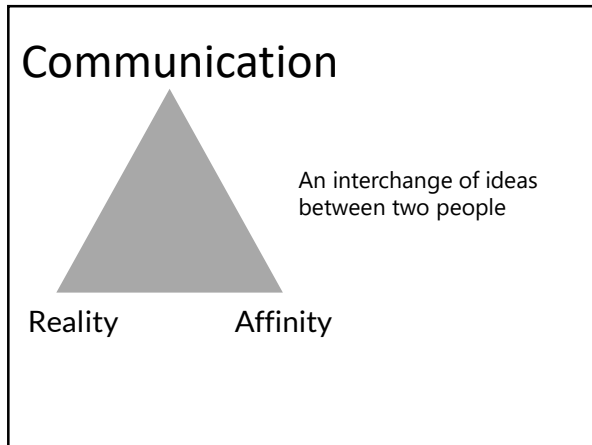
2. It expresses the willingness
to occupy the same space
as the thing which is loved
or liked.

Affinity

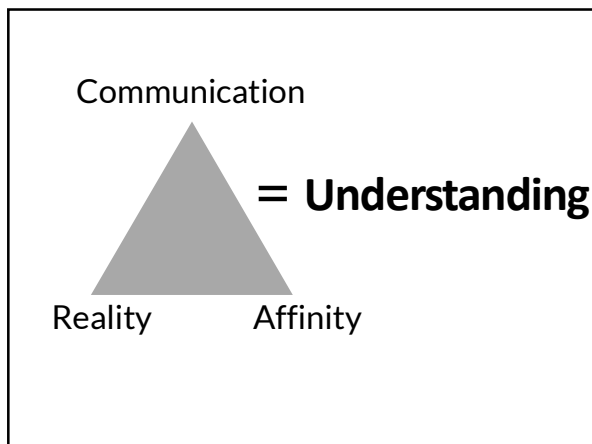
27



28



29

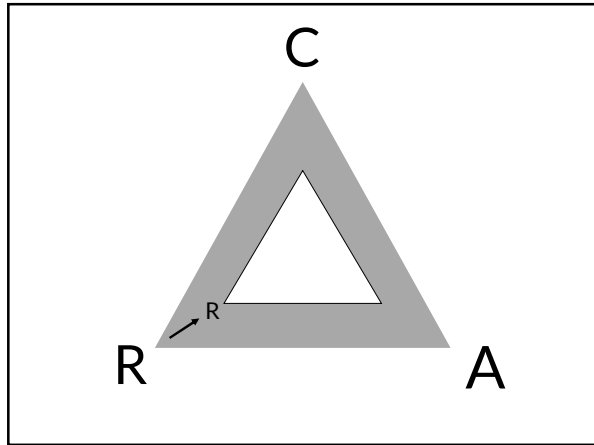


30

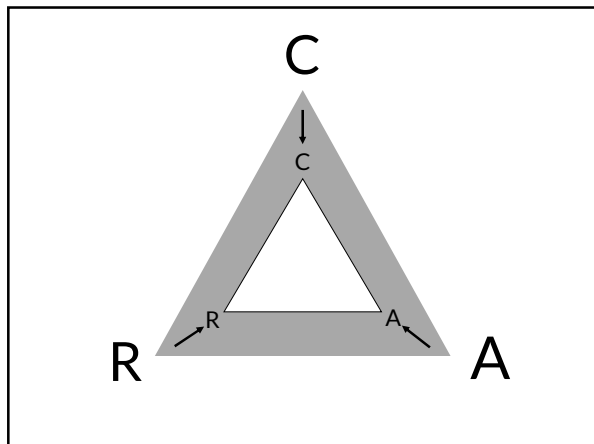
One can't cut down one
without cutting down the
other two.

L. Ron Hubbard

31



32

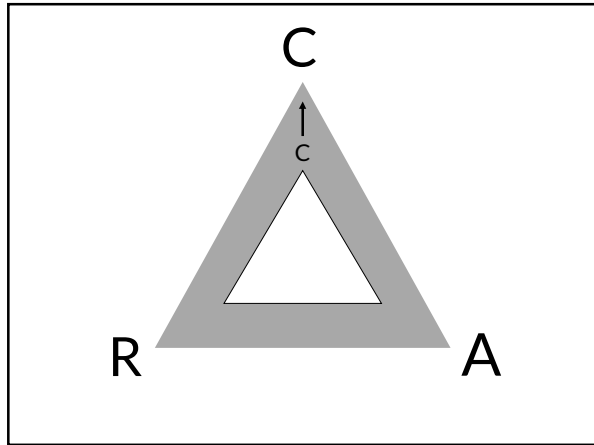


33

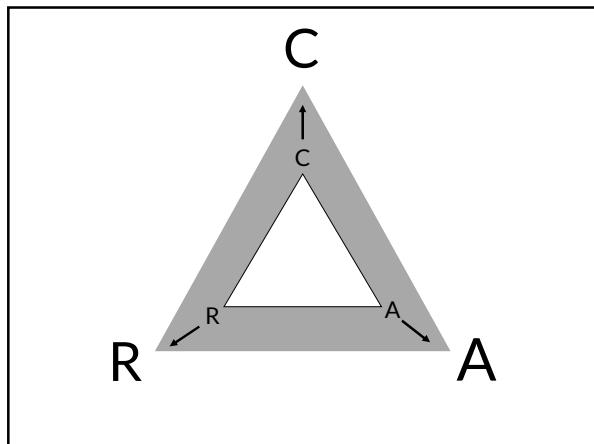
One can't rehabilitate one
without rehabilitating the
other two.

L. Ron Hubbard

34



35



36

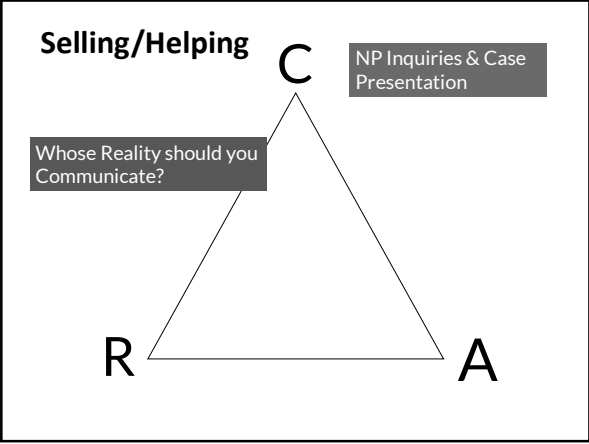
The most important corner of the ARC Triangle is communication.
If you knock communication out, they will all go.

L. Ron Hubbard

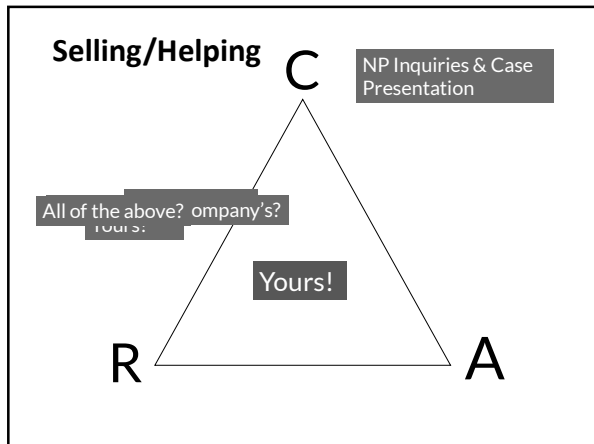
37

What does **ARC** have to do with **Selling**?

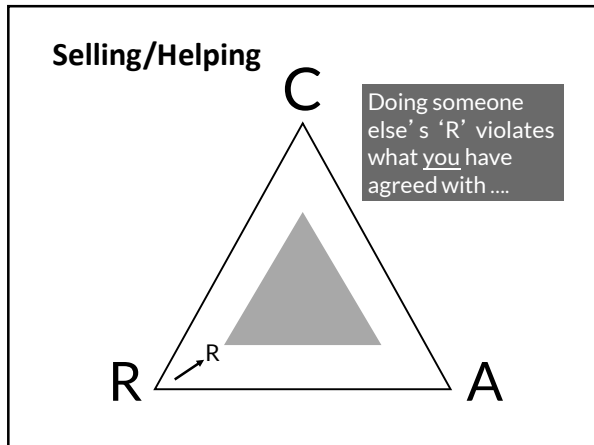
38



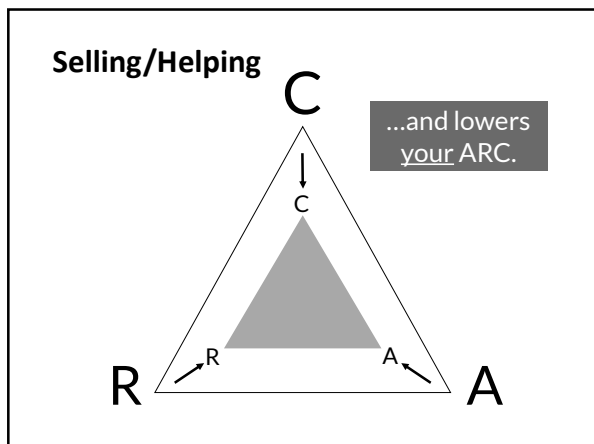
39



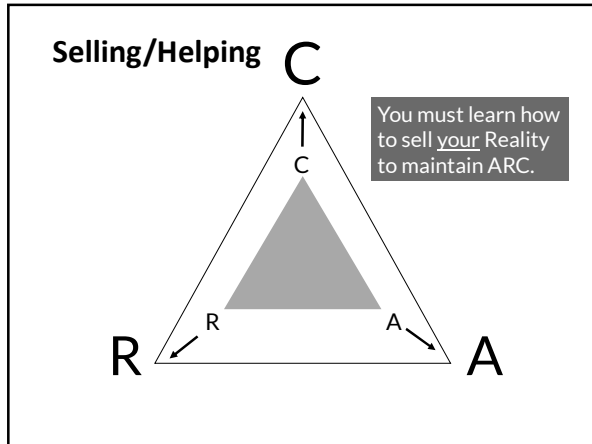
40



41



42



43

Definition of Hard Sell:

Caring about the person, not being reasonable with stops and barriers and getting him fully paid up and taking the service.

- L. Ron Hubbard

44

Gradient Scale of Sales Resistance

45

Sales Resistance

**20%
Easy**

© Copyright 2005 MGE, Inc. All Rights Reserved.

46

Sales Resistance

**20%
Easy**

**20%
Trouble**

© Copyright 2005 MGE, Inc. All Rights Reserved.

47

Sales Resistance

**20%
Easy**

**60% Can Be Sold
Comprehensive
Care**

**20%
Trouble**

© Copyright 2005 MGE, Inc. All Rights Reserved.

48

Sales Resistance

20% Easy	60% Can Be Sold Comprehensive Care	20% Trouble
---------------------	--	------------------------

Your Effectiveness With The
60% Will Determine Your
Financial Future

© Copyright 2005 MGE, Inc. All Rights Reserved.

49

Sales Resistance

20% Easy	2x Easier	3x Mid- Range	4x Difficult	20% Trouble
---------------------	--------------	---------------------	-----------------	------------------------

© Copyright 2005 MGE, Inc. All Rights Reserved.

50

Definition of Reasonable

Faulty explanations.

- L. Ron Hubbard

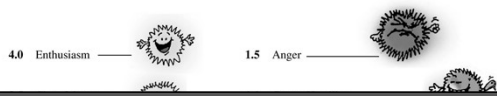
51

What are the main stops and barriers?

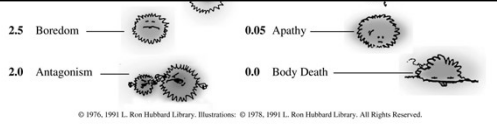
- I have no money.
- I'm only doing what the insurance covers.
- File a predetermination of benefits.
- I have to check with my spouse.
- I need to think about it.
- I'm a very busy person and I have no time to do this right now.

52

THE EMOTIONAL TONE SCALE By L. Ron Hubbard



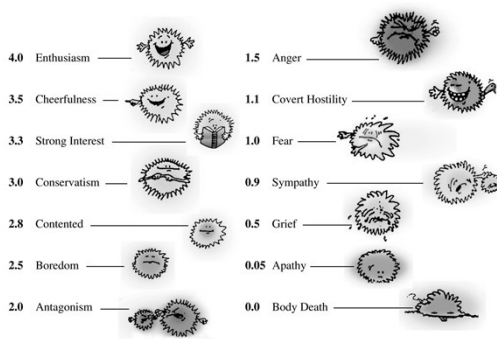
Tone: the momentary or continuing emotional state of a person.



© 1978, 1991 L. Ron Hubbard Library. Illustrations: © 1978, 1991 L. Ron Hubbard Library. All Rights Reserved.

53

THE EMOTIONAL TONE SCALE By L. Ron Hubbard



© 1978, 1991 L. Ron Hubbard Library. Illustrations: © 1978, 1991 L. Ron Hubbard Library. All Rights Reserved.

54

THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm
3.5 Cheerfulness
3.3 Strong Interest
3.0 Conservatism
2.8 Contented
2.5 Boredom
2.0 Antagonism

**Affinity, Reality
and
Communication
ascend and
descend the Tone
Scale in unison.**

© 1978, 1991 L. Ron Hubbard Library. Illustrations: © 1978, 1991 L. Ron Hubbard Library. All Rights Reserved.

55

THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

**If you can't sell to
this side of the
Tone Scale, you're
limited on who
you can help!**

1.5 Anger
1.1 Covert Hostility
1.0 Fear
0.9 Sympathy
0.5 Grief
0.05 Apathy
0.0 Body Death

© 1978, 1991 L. Ron Hubbard Library. All Rights Reserved.

56

THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm
3.5 Cheerfulness
3.3 Strong Interest
3.0 Conservatism
2.8 Contented
2.5 Boredom
2.0 Antagonism

1.5 Anger
1.1 Covert Hostility
1.0 Fear
0.9 Sympathy
0.5 Grief
0.05 Apathy
0.0 Body Death

© 1978, 1991 L. Ron Hubbard Library. Illustrations: © 1978, 1991 L. Ron Hubbard Library. All Rights Reserved.

57

The Tone Scale

Skillful use of this scale enables one to both predict and understand human behavior in all its manifestations.

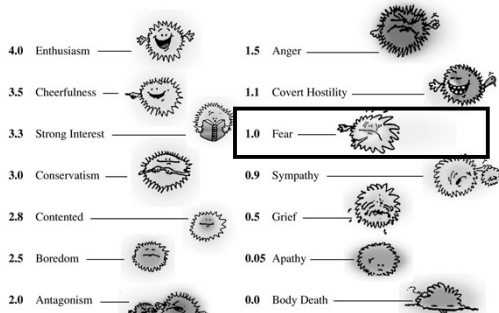
L. Ron Hubbard

Manifestation: An observable indication of something. It can be seen or is plainly evident.

58

THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

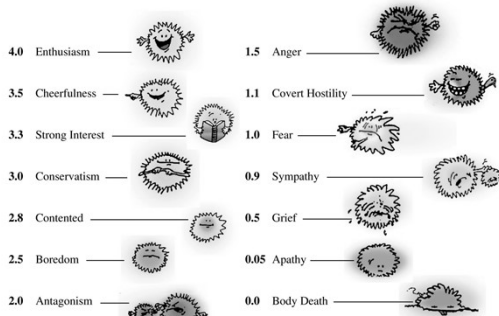


Who does the "We Cater To Cowards" ad attract?

59

THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



Where are you on the Tone Scale?

60

THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm	1.5 Anger
3.5 Cheerfulness	1.1 Covert Hostility
3.3 Strong Interest	1.0 Fear
3.0 Conservatism	0.9 Sympathy
2.8 Contented	0.5 Grief
2.5 Boredom	0.05 Apathy
2.0 Antagonism	0.0 Body Death

Getting this kind of help begins to raise your Tone level.

61

New Patient Marketing

Dan Brown
Senior Service Consultant
MGE Management Experts
danb@mgeonline.com

- Consultant for 27 Years
- 24 Countries
- 100+ fields
- Specializing in Sales, Marketing & Executive Training

DRB1

62

Dentistry and COVID-19

You are in one of the few industries that our population relies on through any difficult time.

In this workshop, you will learn how to recover from this and even expand beyond where you were prior to COVID-19.

63

Slide 62

DRB1 Dan Brown, 3/20/2020

Dentistry and COVID-19

In the USA, many dental practices in your area have likely closed their doors, laid-off staff and are applying for financing to sustain.

While it is your choice on what to do, we will give you options that will show you how to expand despite this recent crisis.

64

Dentistry and COVID-19

We will be covering:

- What things you should do right now
- What additional things you CAN do if you already have those points covered
- How to communicate to your patient base and why you must do this throughout this time
- Steps to plan for in the future when this is behind us so that you are fully recovered and expanding

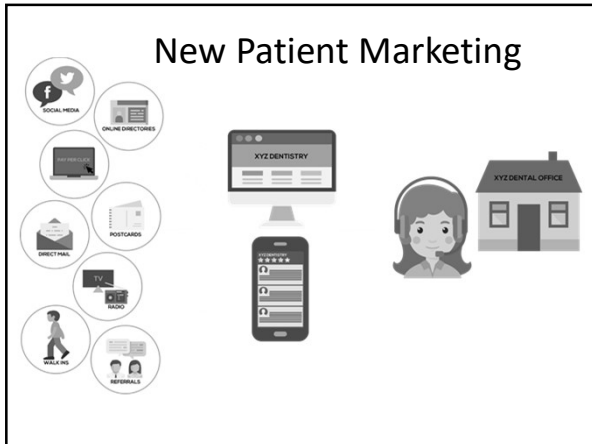
65

Local Campaign

How to contact them:

- ***CALL. Let them know you are there to say "Thank you" to others in health and safety, being there for our mutual patients***
- ***Offer them the hand-outs, and if they want them, present them in large zip-loc bags***
- ***Give them something to say thank you for being there (individually packaged)***

66



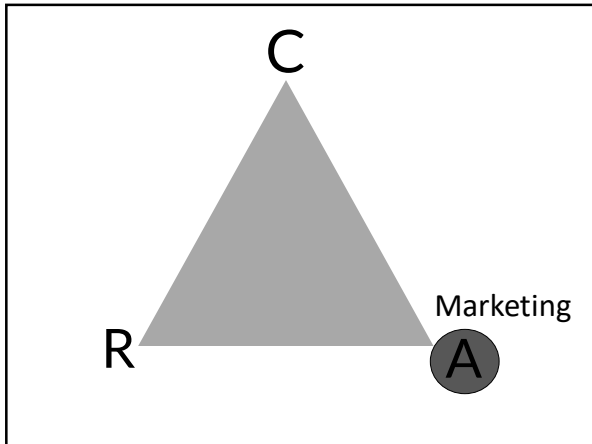
67

- ### External Promotion IDEAS
- Direct mail
 - Community Events
 - Tradeshows
 - Sponsorships
 - Web Presence
 - Social Media
 - Paid Online Ads
 - TV
 - Radio
 - Local Business
 - Billboards/Signage
 - Movie Theaters
 - Magazines
 - Newspapers
 - Coupon Books
 - Referral Services
 - Directories
 - Referral Networks
 - Lead Generation (ZocDoc, 1-800-Dentist, etc.)

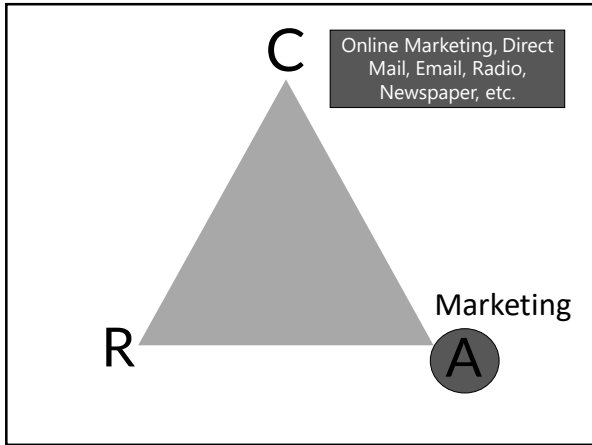
68

What does **ARC** have to do with **Marketing**?

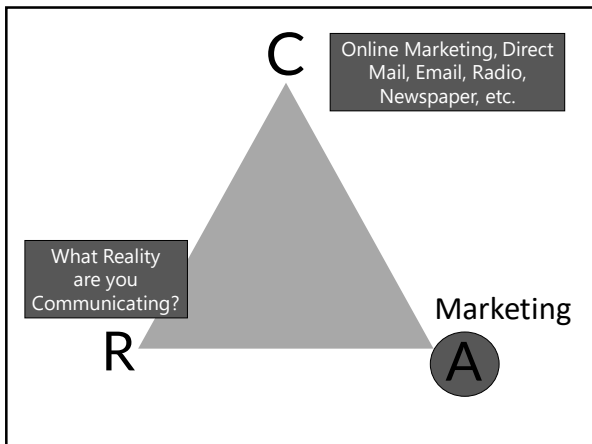
69



70



71



72

How would you find out what the people in your area want?

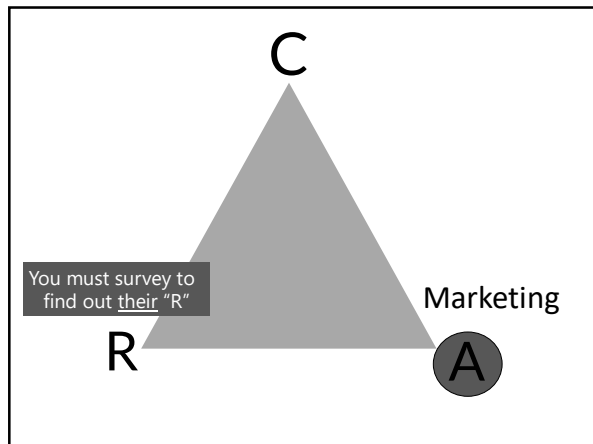
Ask them!

73

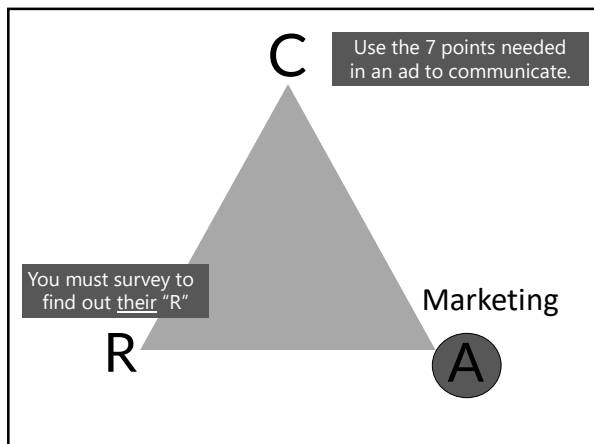
To find out what people want or will accept or will believe, one does SURVEYS.

-L. Ron Hubbard

74



75



76

Keys to Effective Promotion

In any promotional piece, be it an ad, brochure, a flier, a pamphlet, a poster – you follow the line of:

- 1. Attract**
- 2. Interest**
- 3. Get your message across.**

77

Keys to Effective Promotion

To find out what people want or will accept or will believe one does SURVEYS.

- L. Ron Hubbard

78

Surveys

Promotion done without survey, magazine ads without survey, fliers without survey, you are going it blind.

- L. Ron Hubbard

79

Survey Buttons

In a survey, you question people to get their opinion on something – an idea, a product, an aspect of life, or any other subject.

A *button* is the primary datum you get from this action. It is the answer given the most number of times to your survey question.

- L. Ron Hubbard

80

Tabulating Surveys

Q: "How would you describe the perfect dentist?"

Total number of responses – 100 (sample)

- Knowledgeable/knows what they're doing (50 results) – **50%**
- Caring/compassionate (30 results) – **30%**
- Professional (10 results) – **10%**
- Open on Saturdays (10 results) – **10%**

81

Tabulating Surveys

Q: "How would you describe the perfect dentist?"

Top Buttons:

- 1. Knowledgeable/knows what they're doing**
- 2. Caring/compassionate**

82

Tabulating Surveys

1. Count all the surveys
2. Establish various categories of answers for each question by listing answers briefly as you go through the surveys.
3. Soon you will be able to merely mark a slant by each category, the slant meaning one more answer of a similar nature.
4. Then you total the answers given for a particular category of answer.
5. You then list each question and under that question list the categories of answers and the percentage from the highest to the lowest.

83

Survey Question #1

"What dental problems cause you the most trouble?"

- Cavities |||||||
- Gum Disease |||||
- Tooth Pain |||
- Chipped / Cracked Teeth |||
- Poor Hygiene ||
- Insurance |
- Tolerance for Treatment |
- Root Canals |
- Sensitivity |

84

¼ Second Test

An ad is not textual information. It is a communication.

But it has to be a very fast communication because people won't look at it very long. It has to be able to deliver its message in about a quarter of a second.

- L. Ron Hubbard

85

¼ Second Test

The actual test of a piece of ad copy is:

WILL IT REGISTER IN THE INSTANT IT TAKES THE INDIVIDUAL TO PICK IT UP AND DECIDE HE IS GOING TO THROW IT AWAY?

- L. Ron Hubbard

86

¼ Second Test

At each point a person would throw a promotional piece away, he must be stopped.

- L. Ron Hubbard

87

¼ Second Test

You must recognize that the public has to be able to send for something or be able to communicate easily or they don't buy the item. You have to direct the public.

- L. Ron Hubbard

88

¼ Second Test

But communication is duplication. You do a survey, the public feeds you a button, so you just feed it back to the public. That's duplication. And it works.

- L. Ron Hubbard

89

¼ Second Test

How many words can you read in ¼ of a second?

Let's see!

90

¼ Second Test

What's the best way to communicate an idea in ¼ of a second?

91

¼ Second Test

Images / Pictures

92

¼ Second Test

What idea can you get from an image in ¼ of a second?

Let's see!

93

¼ Second Test



94

¼ Second Test

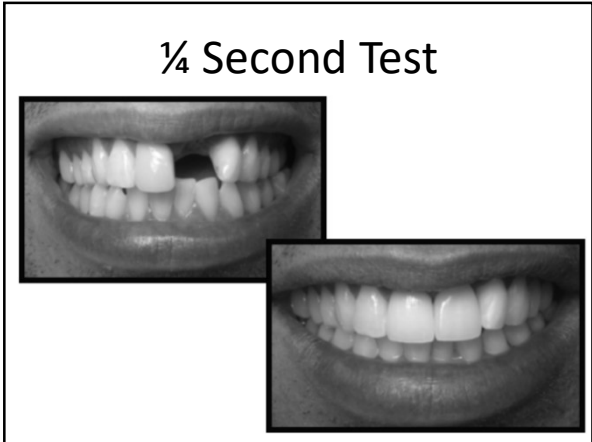


95

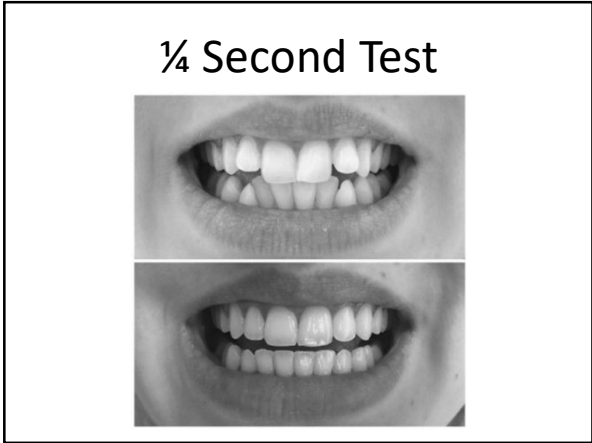
¼ Second Test



96



97



98

7 Points of an Ad

An ad must be factual and explicit:

1. What is it?
2. How valuable is it?
3. What does it do?
4. How easy is it to do it?
5. How costly is it?
6. How do you acquire it?
7. Where do you get it from?

- L. Ron Hubbard

99

Additional Tips

- **Know your public / demographics**
- **Stand out**
- **Pay attention to eye trail**
- **Motivate the reader**

100

Mailing Options

- **Every-Door-Direct**
 - Can choose specific mail routes within zip codes
 - Cheap postage
- **Targeted lists**
 - More precise
 - More expensive postage

101

Marketing Schedule

Continuing to market regularly gives you steady, predictable growth.

Don't leave long gaps between mailing efforts.

102

Marketing Schedule

Sample list: 4,000

Group A - 1,000
 Group B - 1,000
 Group C - 1,000
 Group D - 1,000

12 Week Cycle:
 Week 1 - Group A
 Week 2 - Group B
 Week 3 - Group C
 Week 4 - Group D
 Week 5 - Group A
 Week 6 - Group B
 Week 7 - Group C
 Week 8 - Group D
 Week 9 - Group A
 Week 10 - Group B
 Week 11 - Group C
 Week 12 - Group D

103

Marketing Schedule


Sample list: 4,000

Group A - 1,000
 Group B - 1,000
 Group C - 1,000
 Group D - 1,000

12 Week Cycle:
 Week 1 - Group A
 Week 2 - Group B
 Week 3 - Group C
 Week 4 - Group D
 Week 5 - Group A
 Week 6 - Group B
 Week 7 - Group C
 Week 8 - Group D
 Week 9 - Group A
 Week 10 - Group B
 Week 11 - Group C
 Week 12 - Group D

104

Mailings



ACTIONS TO TAKE:

1. Complete your surveys - at least 100 done
2. Tabulate them and find your top buttons
3. Get these buttons incorporated into:
 - Your website
 - All direct mail (postcards, newsletters, etc.)
 - Your social media

Request your Implementation Steps: danb@mgeonline.com

105

Mailings



ACTIONS TO TAKE:

4. Contact a company that designs postcards (go to www.xpresspromotion.com/mge for your special)
5. Give them your surveyed buttons
6. Get them to design and send you a couple designs to test

Request your Implementation Steps: danb@mgeonline.com

106

Mailings



ACTIONS TO TAKE:

7. Test the designs for eye trail, specifically noting:
 - **Attract** - Does it use a good image that communicates the top button(s) in an instant?
 - **Interest** - Does it have a small message that catches attention using the buttons that makes you want to find out more?
 - **Get Your Message Across** - Does it give a communication that communicates the message with the buttons you found?
 - **Font** - Is it large, high-contrast, simple (easy to read) and not crowded?

Request your Implementation Steps: danb@mgeonline.com

107

Mailings



ACTIONS TO TAKE:

7. Test the designs for eye trail, specifically noting:
(continued...)
 - **7-Points of an Ad** - Does the rest of the piece contain the 7 points of an Ad?
 - **Demographics**: Does it communicate to your public's demographics?
 - **Stand Out!**: Does it stand out or is it boring?
 - **Calls to Action** - Does it have special offers and impel a person to call or act now?

Request your Implementation Steps: danb@mgeonline.com

108

Mailings



ACTIONS TO TAKE:

8. Once you have checked it over, survey the piece with some of your patients and watch their eye trail when you initially show it to them. See if they look where you want them to look first, second, etc.
9. Use a different tracking phone number on each different promotional piece done to see the response gotten from each.
10. Once you are happy with the piece, approve it and get it sent out.

Request your Implementation Steps: danb@mgeonline.com

109

Mailings to Your Existing Patients

- How many total are in your database?
- How many are "active"
- How many are "archived"

110

Gross Income Senior Datum

THE SIZE NOT THE QUALITY OF AN ORGANIZATION'S MAILING LIST AND THE NUMBER OF MAILINGS AND LETTERS TO IT DETERMINES THE GROSS INCOME OF AN ORGANIZATION.

- L. Ron Hubbard

111

TIP!

Mailings to Your Existing Patients

- End of the year **“Use It or Lose It!”**
- Beginning of the year **“It’s a New Year – Take Advantage of Your Benefits!”**

EXISTING CUSTOMERS

112

Marketing & Promotion Budget

HOW MUCH SHOULD YOU SPEND ON MARKETING?

113

Marketing & Promotion Budget

- Approximately **5%-9% of collections**, depending on your collections (9% if under \$150K/month in collections) in usual times. What about since COVID-19?
- Includes all internal an external marketing (**brochures, uniforms, mail, website, SEO, ads, signage, etc.**)

114

Tracking Your Return on Investment

- Ask "How did you hear about us?"
- New patient tracking log
- Practice management software program
- Call tracking / recording service
- Invest more in marketing channels that are working (by fact, not opinion)
- Don't wait: stop or fix marketing that isn't working.

115

Best Way
To Reach
Patients?



116

Texting



117

Using Texts

- Text messages get read
- Helps build a relationship with your patients
- Text marketing is easier for your patients
- Better customer service

118

Texting to Patient's Mobile

- Weave (www.getweave.com)
- Revenue Well (www.revenuewell.com)
- Solution Reach (www.solutionreach.com)
- Demandforce (www.demandforce.com)

Request your Implementation Steps: danb@mgeonline.com

119

After Hour Answering Service

120

After Hour Answering Service

Google dental after hours answering service

About 6,035,000 results (0.56 seconds)

Ad - www.answerforce.com/ *
Dental Answering Service | 24/7 Support for Your Patients
 Get a Professional, Live Customer Service Team for a Fraction of the Cost! 24 Hour Live Answering by Compassionate, HIPAA-Compliant Customer Service Experts. Grow Your Business. Call Us Today. See Plans & Pricing. Choose Your Services.
 Virtual Reception - 3 Steps to 24/7 Answering - After Hours Answering

Ad - www.answerforce.com/ *
24/7 Answering Service | Instant Message Relay
 Let Us Help You Create Real Connections With Every Call. 24/7 Live Answering Service. Appointment Scheduling, Effective Lead Capture, Live Web-Chat Support & More. Sign Up!
 Lead Capture Services - Virtual Receptionist - Order Taking Services - Call Center Solutions

Ad - www.interceptflorida.com/ * (888) 754-8790
Intercept Answering Services | 24/7 Live Operators
 Professional, polite experts. On call, whenever you're not. 24/7 Live Answering

Ad - www.stericycocommunications.com/Commercial/Answering-Svcs *
24/7 Answering Service Agents | Packages start from \$99/month
 Our scalable network of expert agents will be there for your customers all day, every day.

121

True or False

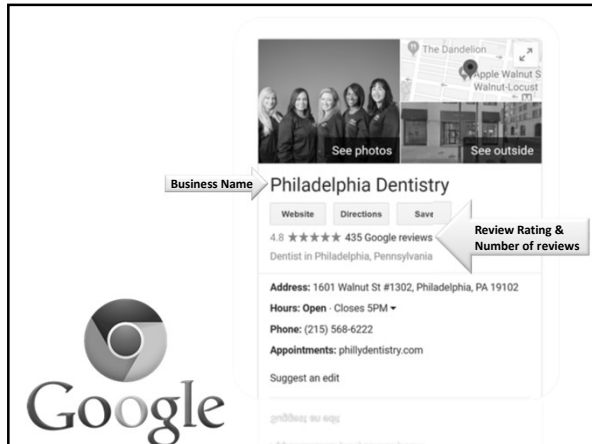
You should respond to negative reviews online.

122

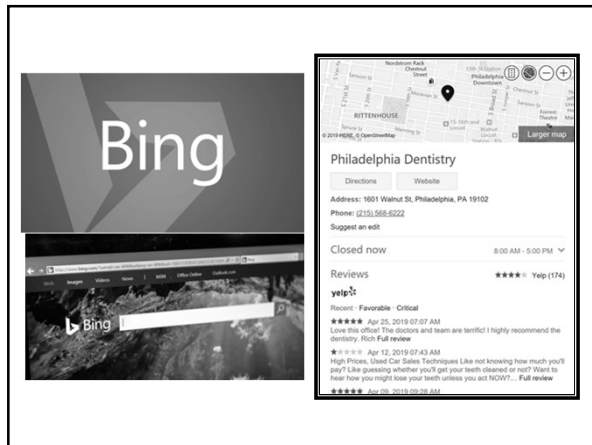
Online Reviews

- They're important. And they're there - whether you like it or not
- Be proactive
- Use them as a marketing tool
- Ask happy patients to leave reviews
- Use a service that sends texts/emails

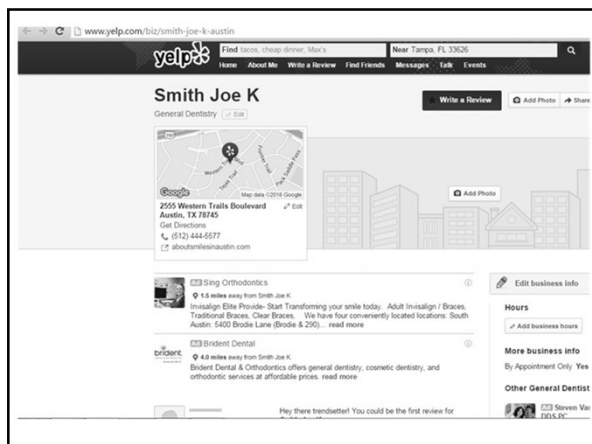
123



124



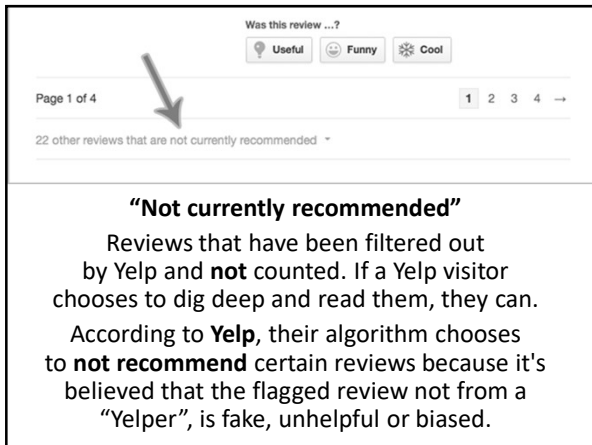
125



126



127

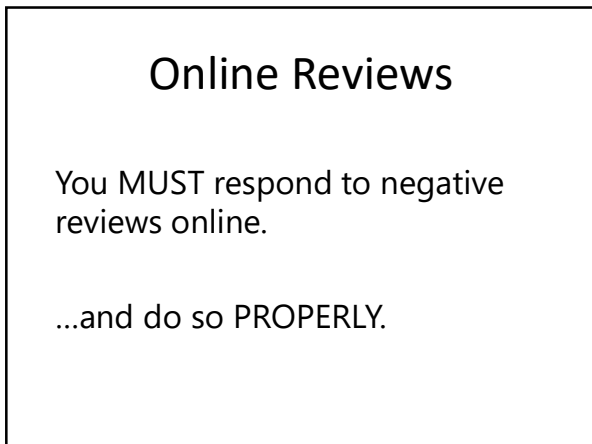


128

“Not currently recommended”

Reviews that have been filtered out by Yelp and **not** counted. If a Yelp visitor chooses to dig deep and read them, they can.

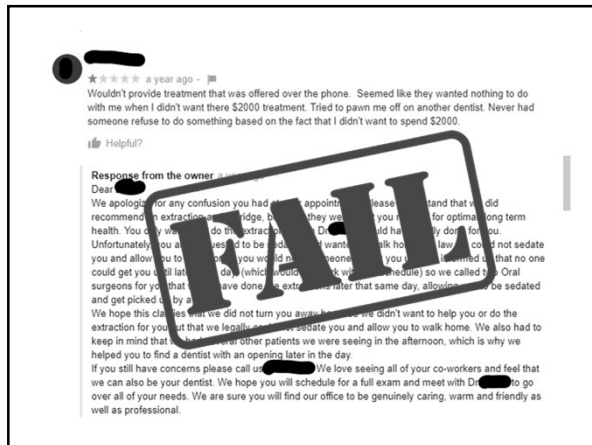
According to **Yelp**, their algorithm chooses to **not recommend** certain reviews because it's believed that the flagged review not from a “Yelper”, is fake, unhelpful or biased.



129



130



131

Online Reviews

Dealing with Bad Reviews:

1. Can request to have them taken down – if they violate terms-of-service of Google, Yelp, etc.
2. It's okay to respond – but always be **warm, polite, and gracious**, never argue or challenge the reviewer
3. Remember you are responding to the **public**
4. Observe HIPAA - don't ever reveal ANY patient information
5. Always answer as the Office Manager (even the Doctor/Owner is answering)
6. Use your response to educate public
7. Lastly, steer the conversation off-line

132

Online Reviews

Sample Handling of a Negative Review:

“This office is horrible. I was told I needed a \$3000 treatment plan not covered by insurance. Went to another dentist who said I probably didn’t need all that. Just saved me \$3000! I don’t recommend this place! Save your money!”

133

Online Reviews

RESPONSE:

“Thanks for the feedback. At our office, we put our patient’s care in front of anything else. People with healthy teeth and gums live longer, and we want our patients to live long, healthy lives. Some dental offices only do what the insurance covers, but not necessarily what patients need for long-term health. That said, I would love to speak in person on this. Please call me. My name is _____ and I am the Office Manager. I can be reached at [office phone] or [office email]. I hope to hear from you soon to clear this up.”

134

Negative Reviews

ACTIONS TO TAKE:

1. Go to your Google My Business Page by going to “business.google.com”
2. Sort reviews by “lowest rating”
3. Take any reviews that are lower than 4 stars and answer each.
4. MGE clients can get responses checked by us to make sure you got it right!



Request your Implementation Steps: danb@mgeonline.com

135

Online Reviews

Dealing with Bad Reviews:

Drown out the nasty reviews with good ones!

- Get the MGE *Getting a Volume of Online Reviews Step-By-Step Program*
- ASK FOR REVIEWS THEN AND THERE!
- Use QR Codes (“Quick Response Code”) to make this faster

Request your Implementation Steps: danb@mgeonline.com

136

Online Reviews

QR CODES:



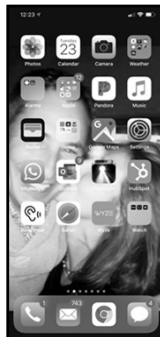
137

Online Reviews

Scanning QR Codes:

iPhone

1. Open Camera
2. Scan over QR Code
3. Touch the “link” that appears at the top
4. Safari takes you to that page.



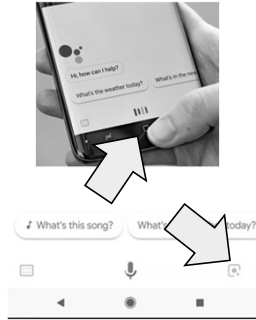
138

Online Reviews

Scanning QR Codes:

Android

1. Long press on "home" button at the bottom center to activate "Google Assistant".
2. Touch on "lens" icon toward the bottom right or left depending on which phone



139

Online Reviews

3. Note: You may be asked for permission to use the camera upon first use.
4. Scan over QR Code
5. Touch the "link" that appears on the QR Code
6. Google takes you to that page.



140

Online Reviews



CREATING QR CODES:

1. Get URL by copying it.
2. Go to <https://www.qrcode-monkey.com>
3. Paste URL in "Your URL" area
4. Click "Create QR Code"
5. Test the QR code by scanning with phone
6. Download the QR Code (and name it)
7. Put QR Code on front desk or similar

141

Online Reviews

Get URL – copy it





142

Online Reviews

Paste URL in “Your URL” area





143

Online Reviews

Click “Create QR Code”





144

Online Reviews

TAKE ACTION

Once verified that it works, download the QR Code (and name it)



145

Online Reviews

TAKE ACTION

Download the QR Code

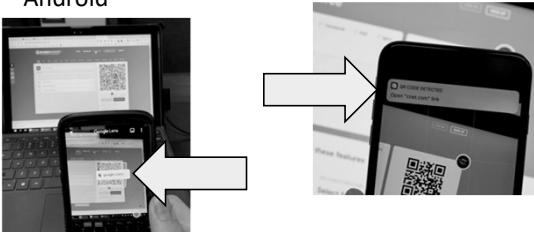


146

Online Reviews

TAKE ACTION

Test the QR code by scanning with phone and touch the "link" that appears at the top of the screen for iPhones and over the QR code for Android



147

Online Reviews

Put QR Code on front desk or similar

TAKE ACTION

148

MGE management experts

"Yelpers"

review us on...

149

Script – Getting Reviews

"Hi Mr./Mrs. _____. How did it go today?"

NOTE: If person says something that is indicating it went less than good, then handle the upset or whatever.

"Great. That's what we love to hear! "I know you have been to other dentists and dental offices in the past, but you keep coming back to us. We must be doing something right!"

"Can I ask what we do better or different than other dental offices you have been to?"


"Fantastic. We work hard to get these results, so we are very happy to hear you feel that way! The reason I'm asking is that today consumers want to hear from existing patients – like you! Can you help us out today by sitting right there in that chair (and point to the chair) and taking 2 minutes to share the same kind words you just mentioned to me?"

If they say they don't have time...

"Understood. If we get 20 reviews in a week, the doctor has to buy us all Starbucks on Monday! It will take 2 minutes. I'll make sure it is fast! Can you help us win? Please?!?!?"

150

Online Reviews




ACTIONS TO TAKE:

1. Create your QR codes as per earlier instructions
2. Print them out and put them at reception, in operatories or wherever you want
3. Put in a game for staff to get a certain number of reviews per week and play it to win!

Request your Implementation Steps: danb@mgeonline.com

151

Online Reviews



ACTIONS TO TAKE:


4. Put in a game for patients to play to encourage their interest
5. Ask patients to leave reviews right then and there!
6. Play a game to have the most number of reviews in your area and reward the team when you hit #1!

Request your Implementation Steps: danb@mgeonline.com

152

Google My Business

Currently the most popular online directory



153

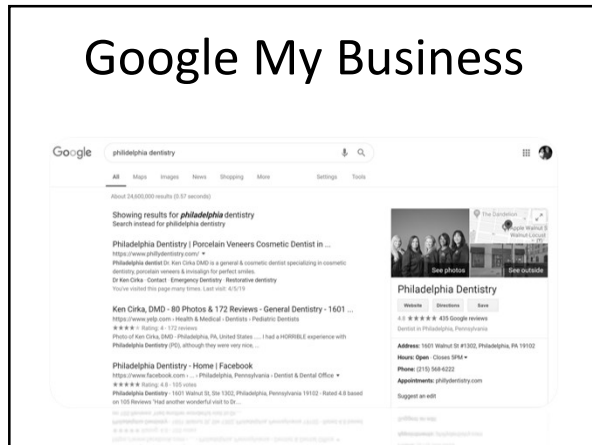
Google My Business

Currently the most popular online directory

Type in the name of your business to check your GMB, such as “Philadelphia Dentistry” (our client’s business Dr. Ken Cirka)

154

Google My Business



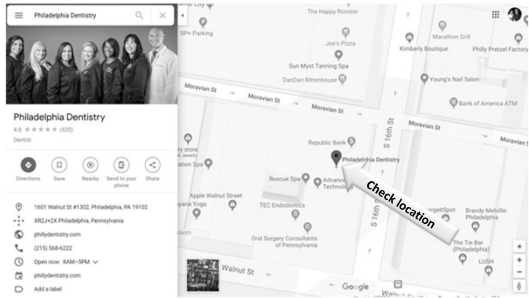
155

Google My Business



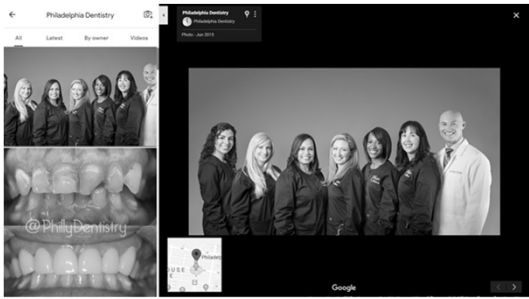
156

Google My Business



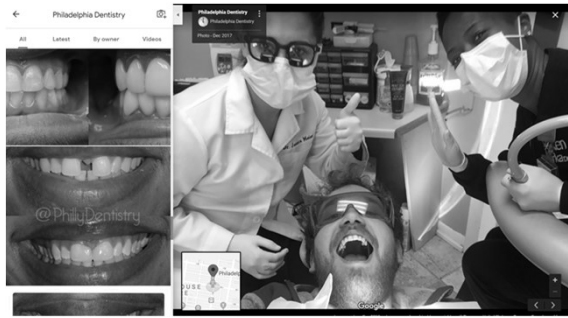
157

Google My Business



158

Google My Business



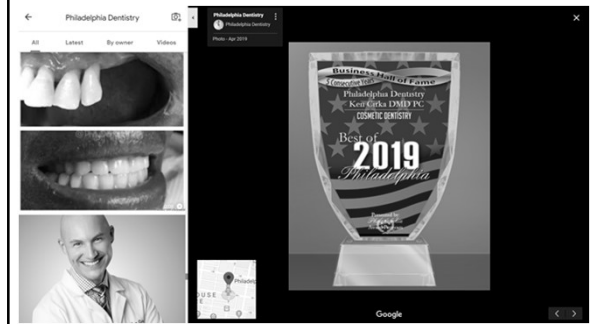
159

Google My Business



160

Google My Business



161

Google My Business

Categories to communicate your in-office culture:

- Friendly
- Professional
- Caring
- Fun
- Goofy
- Results
- We give back
- Community
- Awards
- We love our patients!
- We are the best!

162

Google My Business



ACTIONS TO TAKE:

1. Claim your GMB if you haven't
2. Go to <https://www.google.com/business/> to manage your business
3. When you have registered your business and/or have your gmail login details, go into settings and enable ALL notifications.

Request your Implementation Steps: danb@mgeonline.com

163

Google My Business



ACTIONS TO TAKE:

4. Download the Google My Business app (available for iOS and Android)
5. Enable all notifications on the app
6. Begin uploading practice culture photos videos to your GMB profile using app
7. Answer reviews as they come, but ensure all negative reviews are handled first.

164

True or False

Your website should be like an online business card or brochure.

165

Website

What is the purpose of your website?

**To drive more New Patients
into your practice!**

166

Website

Do you have an
INFORMATION SITE?
...or do you have a
MARKETING SITE?

167

Website

Information site: A website that provides all the information or services on the site so that the visitor never needs to call the business or come in.

- Answers public's questions
- Reduces body traffic
- Reduces phone call traffic
- AVOIDS LIVE COMMUNICATION

168

Website

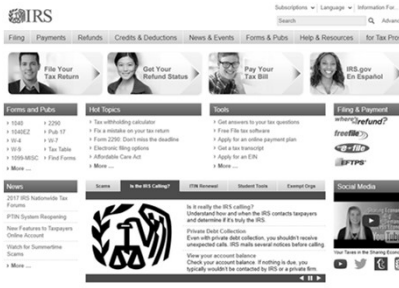
INFORMATION SITE: example - DMV



169

Website

INFORMATION SITE : example - IRS



170

Website

INFORMATION SITE

- Lots of text
- No use of buttons
- No calls to action
- Boring



171

Website

INFORMATION SITE

- Trite
- Exposing all public to every offering
- Giving solutions instead of problems
“Bonding” instead of “Chipped tooth?”



172

Website

Marketing site: A website that’s purpose is to get the visitor to CALL, come into the business or buy the product.

- Hits the public’s “**buttons**”
- **Directs** public to the service or product they are interested in
- Calls for them to **take action** (make appointment, buy, subscribe, etc.)

173

Website

What’s wrong with most dental websites?

They don’t direct the visitor to DO anything!

174

Website

MARKETING SITE

- Easy to contact
- Calls to action
- Easy to "skim"
- High-contrast

175

Website

CALLS TO ACTION

176

Website

MARKETING SITE

- Use of video
- More calls to action!
- Testimonials
- Big fonts

177

Website

SOCIAL PROOF

- Before & After photos
- Testimonials & Reviews
- Awards

178

Website

REBECCA M.'S CASE

"Our patient Rebecca was in need of a front tooth. She wanted something strong and stable so we gave her a dental implant. It restored the lost tooth and made it look, feel, fit, and function like a natural tooth."

179

Website


ERIK H.'S CASE

Erik had a full set of porcelain veneers put on his upper teeth

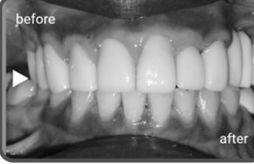
180

Website

LINDA B.'S CASE



before



after

Linda was unhappy with her smile for her entire life. It affected her confidence and ability to enjoy herself by smiling and laughing with friends and family. In only two appointments we were able to completely revamp her confidence and give her a beautiful result and now she cannot stop smiling. Her only regret is not doing it sooner!

181

Website

“Cynthia is a comedian starting her career performing in Philadelphia and New York City. She realized that her smile was holding her back from advancing in her career. After a piece of old bonding chipped on a front tooth she finally had enough and came in to see us for a smile makeover. We did a ZOOM whitening procedure in addition to porcelain veneers on the top 8 teeth and now she cannot stop smiling! Cynthia has already recommended friends and family to our office and we’re so happy to have helped in her amazing transformation!”








182

The Keys to an Effective Website



1. Home page:

- Office photos (steer away from stock photos)
- Great new patient special
- Offer free 2nd opinion special
- Possibly one other special offer, such as Invisalign, Whitening, Implant or Veneers
- Social Proof (testimonials, awards & at least 2 “before and after” sets of photos)
- Calls-to-action – including a contact form

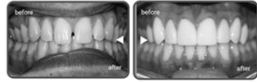
Request your Implementation Steps: danb@mgeonline.com

183

The Keys to an Effective Website

2. Smile Gallery

- Show lots of before and after photos of all services do you want to attract patients for? (Invisalign, veneers, whitening, implants, etc.)
- Give a title, before on the left, after on the right, description of what service was done in SIMPLE terms.



Erik had a full set of porcelain veneers put on his upper teeth



184

The Keys to an Effective Website

3. About Us Page

USE LOTS OF PHOTOS:

- Great professional shot of Doctor(s)
- Family shot of Doctor(s)
- Fun shot of team & Doctor(s)
- Culture photos of the staff and patients
- Feature all team members with fun smiles

Request your Implementation Steps: danb@mgeonline.com



185

The Keys to an Effective Website

4. Create (at least) a page for all important services

- What services do you want to attract patients for? (Invisalign, whitening, veneers, dentures, implants, perio, etc.)
- Keep text MINIMAL and use before and after photos on each page
- Have calls-to-action on each page (such as "FREE IMPLANT CONSULTATION", etc.)

Request your Implementation Steps: danb@mgeonline.com



186

True or False

A "mobile friendly" website is a MUST.

187

Online Visibility

What is "SEO"?

SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

- REF: <https://moz.com/learn/seo/what-is-seo>

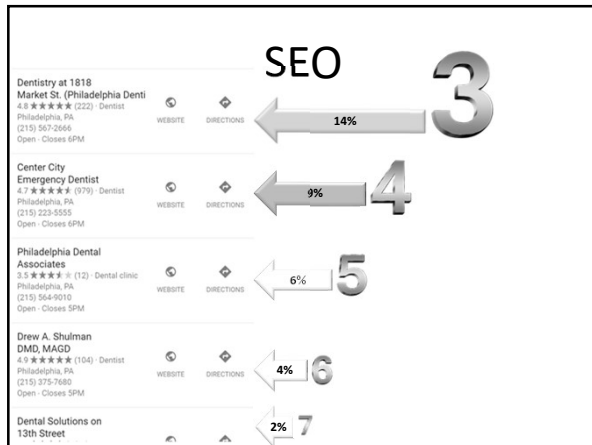
188

The screenshot shows a Google search for "dentist los angeles". The search bar at the top contains the text "dentist los angeles". Below the search bar, there are navigation tabs for "All", "Maps", "News", "Shopping", "Images", and "More". The search results are displayed below, starting with "About 39,400,000 results (0.60 seconds)". The first result is a paid advertisement for "Free Dental Implants - Cosmetic Dentistry Grants. No Fee" from "www.cosmeticdentistrygrants.org". A white arrow points to this result with the text "PAID Ads ('PAY-PER-CLICK' or 'PPC')". The second result is for "Top Dentist Los Angeles - topdentistnla.com" from "www.topdentistnla.com". Below the text results is a map showing the location of "Dr. Sherwin M. Louie, DDS" at "Larchmont Medical Building". A white arrow points to the map with the text "LOCAL SEARCH RESULTS". Below the map, there are details for "Dr. Sherwin M. Louie, DDS" and "Calm Dental".

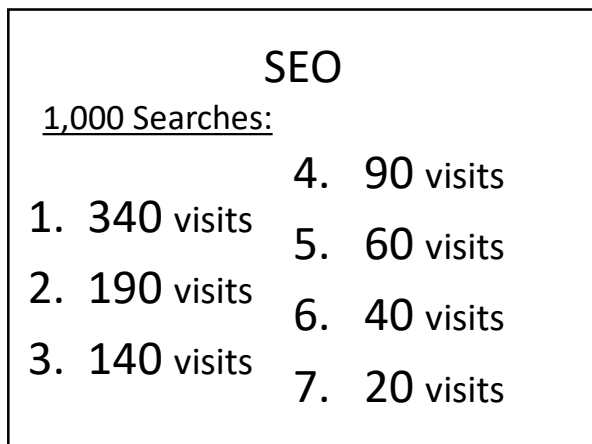
189



190




191



192

SEO




ACTIONS TO TAKE:

1. Find a computer you don't use or a phone not yours that doesn't frequent the practice
2. Search the following phrases in locations near your office
 - "Dentist Near Me"
 - "Emergency Dentist Near Me"
 - "Cosmetic Dentist Near Me"
 - (other such phrases you want to rank in)

193

SEO



ACTIONS TO TAKE:

3. Note your positions on each search.
4. Search your practice name on Google.
5. Check the first couple pages for Name, Address and Phone ("NAP"). Correct as needed so that the NAP is uniform across all these listings (also called "citations").
6. Hire a proven SEO specialist as soon as you can afford to.

Request your Implementation Steps: danb@mgeonline.com

194

True or False

It's all about social media nowadays.

195

Social Media

- When to post: Every day or at least 3-4 times per week
- Local, local, local
- What to post:
 - Photos /videos of the office, staff, happy patients, events, cute stuff (holidays, celebrations, greetings, etc.)
 - Special offers, office news
 - Interesting dental tidbits, education material, your blog posts
 - Charity/community work you're involved in
 - Anything else you'd like that's appropriate & professional

196

Social Media

What do you usually see?



197

Staying late to treat a local officer



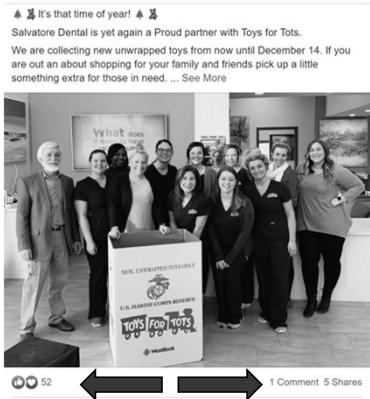
198

Staff Birthday



199

Community involvement



200

Celebrating a staff member's marriage



201



Celebrating doctor's birthday




123 36 Comments 1 Share

202


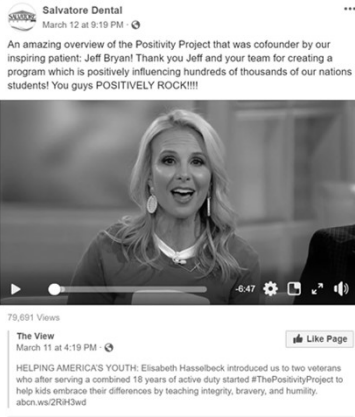
Celebrating doctor's birthday

124 50 Comments 2 Shares

203

Featuring a patient's great program

79,681 Views
The View March 11 at 4:19 PM
HELPING AMERICA'S YOUTH: Elisabeth Hasselbeck introduced us to two veterans who after serving a combined 18 years of active duty started #ThePositivityProject to help kids embrace their differences by teaching integrity, bravery, and humility. sbon.ws/2RH3wd


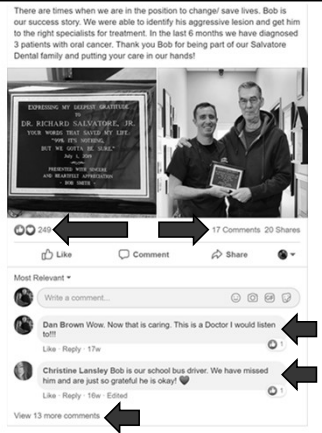
204

Featuring a patient's artwork and supporting them






205

Featuring a patient who thanked them after being saved by a routine oral cancer screening

206

Supporting veterans and featuring their program to do so

207

Supporting veterans and featuring their program to do so





We are excited to help another Veteran! Salvatore Dental is providing over \$1,300 of FREE treatment for James with our Smiles for Veterans Program! What a great way to start the week!



1 Comment 1 Share


208

VIDEO:
Surprising a veteran who was chosen



Salvatore Dental
May 28, 2019

We had our first recipient of SALVATORE DENTAL'S SMILE FOR VETERANS PROGRAM!!!!!! Don has been suffering from a toothache for sometime and when we got word we got him in right away! Don got a 3d scan, xrays, a cleaning and will be receiving over \$2,000 of care for free!!!! It's hard not get emotional with times like these! Thank you Don for serving our country!!!!



114 Likes 16 Comments 20 Shares

Like Comment Share

Most Relevant

Write a comment...

Kimberly Fortier This is a wonderful thing you are doing!

209

Patient testimonial videos - with a call to action!



Salvatore Dental
December 19, 2019

Our wonderful patient Colleen sharing her recent experience. Colleen finally decided to do something special for herself and get veneers to enhance her smile. If you would like to set up a free consultation give us a call today at 518-899-6068!



210

Reposting
patient's
complementary
posts



211

Helpful videos
such as the top 5
things to know
about implants



212

Paid Facebook Ads

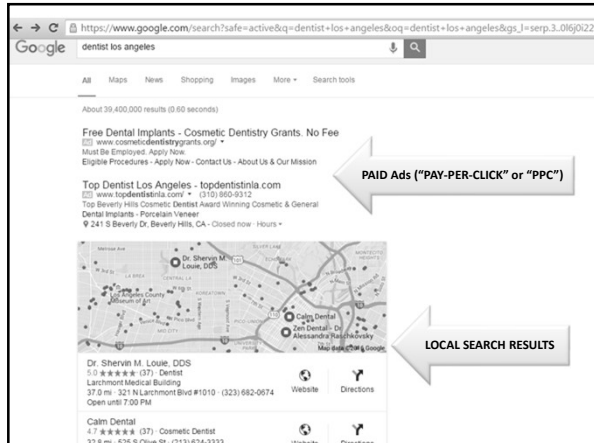
- Inexpensive and allows you to reach people in high volume
- “Boost” posts to gain more exposure and likes
- Create pay-per-click ads (lots of them)

213

True or False

Google Adwords is too costly to be effective.

214



215

Google Adwords

Tips for maximizing your spend:

- Only run ads during business hours (or when you have a live receptionist)
- Limit the geographical area
- Target keywords of people actually looking for the dentistry you want more of
- Pick the right specialist and expect to pay for professionalism

216

Internet Marketing Levels

BASIC:

1. Mobile Text Marketing
2. Paid Online Google Ads / FB Ads
3. Have an Effective Website
4. Optimized Google My Business
5. Basic Social Media Presence



Request your Implementation Steps: danb@mgeonline.com

217

Internet Marketing Levels

Advanced:

6. All Negative Reviews Answered
7. Online Reviews 100+ at 4.9 Stars
8. Paid SEO
9. Video Testimonials
10. Social Media Marketing



Request your Implementation Steps: danb@mgeonline.com

218



Getting Them In The Door

219

Getting Them In The Door

- Any person calling in that is not a current patient is a **POSSIBLE NEW PATIENT**.
 - Person answering the phone can't have a preconceived idea about 'new patients'.
 - Such as:
 - We don't have time for new patients
 - They're just shoppers
 - I have to prequalify the bad patients out of the practice.

THEY MUST BE UPTONE!

220

Getting Them In The Door

- Have a call-in tracking log
 - This is priceless management tracking data.
 - It's important that the Doctor lets the staff know that this is valuable information.

221

Getting Them In The Door

- As covered earlier, have a call-in tracking form for all new patient calls:

Date	Patient Name	Staff Member	Patient Request	Result of Call

222

Getting Them In The Door

- PRIORITIZE THE PHONE CALLS
 - Don't treat the phone like it is a nuisance.
 - Don't have a machine answer the phone during regular business hours.
 - Be sure to have a backup system so someone is always available to answer the phone.

223

Getting Them In The Door

- Product of the Appointment Secretary:

THE PATIENT IS SCHEDULED TO ARRIVE
ASAP.

IT'S NOT TO ANSWER QUESTIONS.

224

Getting Them In The Door

- Good Communication
 - “Do you take my insurance?”
 - “Do you have Saturday hours?” etc.

Acknowledge their question and get them to communicate with you.

225

Getting Them In The Door

- Now get them to talk to you.
 - How did you hear about us?
 - Why are you calling?
 - Did you just move into the area?
 - Where do you live?
 - What school do your kids go to?
 - Finding out something in common with the person will help them build affinity for you and your office that will set you apart from any other dental office they have called in the past.

226

Getting Them In The Door

- Second Opinions
 - Offer free second opinions and free consultations.
 - Patients that are calling around are already sold on the idea of needing the work but they are just not sold on the dentist that presented it to them.
 - The close rate on a second opinion is good – make it easy to get them in.

Get them and any other new patients in as soon as possible.

227

Getting Them In The Door

- Shoppers
 - Avoid giving fees over the phone if possible (but you have to communicate with them in some way)
 - Ask them "Can I ask you a few questions first?"
 - If pressed for an answer, give them a price range but the idea is:

TURN ALL SHOPPERS INTO A CONSULT

228

Schedule

New patients must be seen within 5 days or the likelihood of a rescheduled/failed appointment grows exponentially.

EMERGENCY PATIENT = SAME DAY

229

Scheduling

- **Block schedule with prepaid production appointments**
- **ARC**
- **Block time for new patients**
 - Try to bring all patients in through hygiene
 - Hold slot in the hygiene area (refer back to your time study for length)
 - Identify daily where you can fit an emergency
 - New patient that must see the Dr first gets no more than 20 minutes.

230

Confirming & Getting them to Show Up

- **ARC**
- **Paperwork ahead of time (nice but not necessary)**

231

Care to Share

- The purpose of this program is to get more existing patients to send in their friends and family.
- The biggest problem with the program is unwillingness to give the card out. Therefore:
 - We recommend that you create a game that rewards the staff when patients bring in the card.
- Don't ask the problem patients. Remember that 20% of the population is Trouble. So work with the other 80%.
- The cards can also be mailed out in statements or letters.

232

Care to Share

- Have the patient name the person they will give the card to.
- If you already know a patient has a spouse, family member, etc., who doesn't come into the office, get the patient on board with bringing this person in.

233

Welcoming the Patient

- **ARC**
- **Clean office**
 - Walk through the office exactly like a patient would
 - Take pictures
 - Analyze pictures outside & inside office and note changes
 - Every office can be cosmetically fixed for under \$1,000
- **Professional staff**
 - Need dress code policy
- **Office tour for every new patient**

234

Promotional Actions

"PROMOTION means to make something known and thought well of.

Now do you see that a staff member smiling is sending something out that will make someone respond and think better of the staff member and the org.

So any action that makes the staff member or the org visible and well thought of is promotion."

L. Ron Hubbard

235

Cleanliness/Image

"There is no quicker way to depress income and public goodwill than to have dirty quarters and slovenly staff.

A clean set of quarters and a neat professional-looking staff can increase your income by about 500 percent."

L. Ron Hubbard

236

Customer Service

- **All staff needs to be trained in customer service**
 - Never too busy
 - Greeting patients by name
 - Proper handshake
 - How to address people properly ("sir," "ma'am," "Mrs." "Mr." etc.
 - Speak clearly and loud enough for patients to hear them

237

The New Patient Exam

- It should be thorough and comprehensive.
- It should be efficient.
- It should not scare the patient away.

238

Checking out

- Are they happy?
- Do they have any family/friends that should make an appointment?
- Are they willing to leave an online review?
- Are they scheduled for their next appointment (tx or hygiene)?

239

Patient Retention

You **must** stay in contact with your patients

- Monthly is ideal
- Quarterly is the minimum

240

Patient Retention

Ways to stay in contact with your patients:

- New Patient Mailings & Advertisements
- Recall
- Reactivation
- Pending Treatment
- Referrals
- Special Offer
- Newsletters
- Birthday & Holiday Cards
- Social Media

241

Reactivation

- Your best source of 'New Patients' are those that have not been in for awhile.
- **NEVER 'purge' or deactivate a chart, unless:**
 - They pass away
 - They request it
 - They move away
 - They ask to transfer their records
 - The Doctor decides to do so

242

Reactivation

You may not think that they are your patient but they still think that you're their Dentist!

243

Reactivation

- Read the Program.
- It's best if one person is put in charge (I/C) of the program. Even if you have to hire someone for a few weeks/months to do it.
- The I/C must complete the form that monitors their production i.e. #calls, patients contacted, what happened. This is not optional.
- Dr and OM must look at the production tracking form.

244

Final Handouts

- Vendor Referral List
- Marketing Checklist
- How to Leave an Online Review
- Seminar Evaluations
- CE Credits

245

The END

Thank you for coming!

©2020 MGE Inc. All Rights Reserved. Grateful acknowledgement is made to L Ron Hubbard Library for permission to reproduce selections from the copyrighted works of L Ron Hubbard. HUBBARD is a trademark used pursuant to a license agreement. Printed in USA. IA #071917

246
